



## CONTEST DESCRIPTION

**Competition Date:** Saturday, November 9<sup>th</sup>, 2024

**Competition location:** Holland College – Prince of Wales Campus

**Trade Number:** 40

**Trade Name:** Graphic Design

**Level:** Intermediate

### 1. INTRODUCTION

#### **Purpose of the Challenge**

Students are asked to create an abstract typographic poster using the tools and typography samples provided. The goal is to create an interesting and thematic solution that captures the eye and engages the viewer.

#### **Skills and Knowledge to be tested**

The project focuses on practical work. Theoretical knowledge is limited to that required to perform practical work:

- Reading and understanding technical specifications
- Implementing time management and work-flow planning
- Understanding and utilizing basic design fundamentals

### 2. CONTEST DESCRIPTION

**Topic:** Abstract typography posters are an exciting and visually interesting area of graphic design. Creating a layout that uses only letterforms to communicate a required theme (provided on the day of competition) without the use of additional illustration is the challenge.

**Data Sources:** Any typography used should be taken from the provided type content.

**Format:** The poster will be completed on 11" x 17" tracing paper, and then mounted with double sided adhesive tape to a white sheet of 11" x 17" paper. There is expected to be a .5" border on the design.

**Objective:** There are three main elements to this design competition; they must be designed in such a way that they are visually appealing, communicate the required theme effectively, and meet the production requirements of the competition.



**Creating an abstract typographic poster requires a combination of various skills and knowledge. Here are some key areas that will be tested:**

- **Graphic Design:** Posters are visual representations of information. Therefore, skills in graphic design, color theory, typography, and layout are important. Make sure your design is clean, visually appealing and dynamic.
- **Critical Thinking:** This involves making connections between different pieces of information, identifying trends, and drawing conclusions.

Competitors are required to sign the back of the white 11" x 17" paper that their work is mounted on with their full name

The files will be collected by a committee member at or before 12pm, depending on when the competitor completes the project. Once they have left the competition area and the project has been collected, they will not be allowed to make any further changes.

Remember, the key to a successful design is not just about design, but also about conveying accurate and important information in a way that engages and educates the viewer.

### **3. EQUIPMENT, MATERIAL, CLOTHING**

**3.1** Each competitor is required to bring the following:

- N/A

**3.2** Equipment and material provided by the competition site:

- Work-table and chair
- 11" x 17" white paper
- 11" x 17" tracing paper
- Double sided tape
- A regular weight black Sharpie marker
- A regular weight red sharpie marker
- A black Sharpie fine liner marker
- Safety scissors

**3.3** Required clothing (Provided by competitor)

- N/A



#### 4. SOFTWARE REQUIREMENTS

- N/A

#### 5. SAFETY REQUIREMENTS

The health, safety and welfare of all individuals involved with Skills Canada PEI are of vital importance. Safety is a condition of participation and shall not be sacrificed for the sake of expediency. At the discretion of the judges and technical committees, any competitor can be denied the right to participate should they not have the required proper safety equipment and/or act in an unsafe manner that can cause harm to themselves or others.

#### 6. EVALUATION/JUDGING CRITERIA

- Rendering of letterforms
- Craft of the final solution (no wrinkles, smudges, errant marks)
- Design layout
- Design composition
- Contrast
- Use of spot colour

#### 7. ADDITIONAL INFORMATION

- **Tie (No ties are allowed)**
- **Competition rules**

Please refer to the competition rules for all general PSC information.

#### 8. CONTACT INFORMATION

Name	Email address
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